



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 192715

Schedule Dates 10/01/12-10/07/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE KAINE/US SENATE 2012/EST 11519 10/1-10/7
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/1-10/7

Date Entered 08/02/12
Last Modified 10/04/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$14,610.00
Net Total \$82,790.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$97,400.00
Grand Total:	49	\$97,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		8/2/12
2.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12
3.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		8/2/12
4.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1				\$1,400.00		WJLA Arlington (WJLA)		8/2/12
4.0.1	Closed Preempt	10/01/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0.2	Closed Preempt	10/02/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0.3	Closed Preempt	10/03/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0.4	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0.5	Closed Preempt	10/05/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
5.0	Normal Line / SPOT	10/02/12-10/04/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1		1					\$250.00		WJLA Arlington (WJLA)		8/2/12
5.0.1	Closed Preempt	10/02/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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5.0.2	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
6.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1		\$200.00		WJLA Arlington (WJLA)		8/2/12
6.0.1	Closed Preempt	10/07/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Exception -	
7.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	9A- LIVE!			1			1				\$350.00		WJLA Arlington (WJLA)		8/2/12
7.0.1	Closed Preempt	10/02/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
7.0.2	Closed Preempt	10/05/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
8.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	10A- RACHAEL RAY		1								\$250.00		WJLA Arlington (WJLA)		8/2/12
8.0.1	Closed Preempt	10/01/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Exception -	
9.0	Normal Line / SPOT	10/02/12-10/04/12	4	:30	10:58A- ABC--THE VIEW			1		1					\$600.00		WJLA Arlington (WJLA)		8/2/12
9.0.1	Closed Preempt	10/02/12															WJLA Arlington (WJLA)	No Avail/Exception -	
9.0.2	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	No Avail/Exception -	
10.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1		1				\$400.00		WJLA Arlington (WJLA)		8/2/12

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10.0.1	Closed Preempt	10/03/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
10.0.2	Closed Preempt	10/05/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
11.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)					1					\$300.00		WJLA Arlington (WJLA)		8/2/12
11.0.1	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
12.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	2P- ABC--GENERAL HOSPITAL					1					\$500.00		WJLA Arlington (WJLA)		8/2/12
12.0.1	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	3P- ANDERSON COOPER SHOW		1		1					1	\$400.00	\$400.00	WJLA Arlington (WJLA)		8/2/12
13.0.1	Closed Preempt	10/03/12															WJLA Arlington (WJLA)	Pre-Empt/Spot -per Susan	
14.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	3:58P- ABC--KATIE COURIC			1		1	1				\$800.00		WJLA Arlington (WJLA)		8/2/12
14.0.1	Closed Preempt	10/02/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
14.0.2	Closed Preempt	10/04/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
14.0.3	Closed Preempt	10/05/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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15.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	6P- ABC--ABC WORLD NEWS TONIGHT								1		\$1,000.00		WJLA Arlington (WJLA)		8/2/12
15.0.1	Closed Preempt	10/07/12															WJLA Arlington (WJLA)	No Avail/Spot -	
16.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
17.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/2/12
18.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	48985- ABC--ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/2/12
19.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58P- WHEEL OF FORTUNE			1			1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/2/12
19.0.1	Closed Preempt	10/05/12															WJLA Arlington (WJLA)	Pre-Empt/Spot -per Susan	
20.0	Normal Line / SPOT	10/01/12-10/03/12	3	:30	7:27P- JEOPARDY		1		1					1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/2/12
20.0.1	Closed Preempt	10/03/12															WJLA Arlington (WJLA)	Pre-Empt/Spot -per Susan	
21.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	50048- ABC--DANCING WITH THE STARS		1							1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/2/12
22.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1			\$500.00		WJLA Arlington (WJLA)		8/2/12

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22.0.1	Closed Preempt	10/06/12															WJLA Arlington (WJLA)	No Avail/Exception -	
23.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
24.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		8/2/12
25.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11:35P- ABC--ABC NIGHTLINE		1								\$500.00		WJLA Arlington (WJLA)		8/2/12
25.0.1	Closed Preempt	10/01/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
26.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	11:35P- ABC--ABC NIGHTLINE				1						\$500.00		WJLA Arlington (WJLA)		8/2/12
26.0.1	Closed Preempt	10/03/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
27.0	M/G For 4.0.1,4.0.2,4.0.3,4.0.4,4.0.5 / SPOT	10/01/12-10/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$3,200.00	\$16,000.00	WJLA Arlington (WJLA)		9/28/12
28.0	M/G For 6.0.1 / SPOT	10/07/12-10/07/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1		\$250.00		WJLA Arlington (WJLA)		9/28/12
28.0.1	Closed Preempt	10/07/12															WJLA Arlington (WJLA)	No Avail/Exception -	
29.0	M/G For 7.0.1,7.0.2 / SPOT	10/02/12-10/05/12	4	:30	9A- LIVE!			1			1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		9/28/12

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30.0	M/G For 8.0.1 / SPOT	10/01/12-10/01/12	4	:30	10A- RACHAEL RAY		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		9/28/12
31.0	M/G For 11.0.1 / SPOT	10/02/12-10/04/12	4	:30	10:58A- ABC--THE VIEW			1		1				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/28/12
32.0	M/G For 10.0.1,10.0.2 / SPOT	10/03/12-10/05/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1		1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/28/12
33.0	M/G For 14.0.1,14.0.2,14.0.3 / SPOT	10/02/12-10/05/12	4	:30	3:58P- KATIE COURIC			1		1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/28/12
34.0	M/G For 12.0.1 / SPOT	10/05/12-10/05/12	4	:30	2P- ABC--GENERAL HOSPITAL						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/28/12
35.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)					1				1	\$400.00	\$400.00	WJLA Arlington (WJLA)		9/28/12
36.0	M/G For 25.0.1,26.0.1 / SPOT	10/03/12-10/03/12	4	:30	11:35P- ABC--ABC NIGHTLINE				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/28/12
37.0	M/G For 5.0.1 / SPOT	10/05/12-10/05/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1			1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/4/12
38.0	M/G For 19.0.1 / SPOT	10/05/12-10/05/12	3	:30	6:58P- WHEEL OF FORTUNE						1			1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/4/12
39.0	M/G For 22.0.1 / SPOT	10/06/12-10/06/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/4/12

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